

# CSI-Thermal Program

Public Forum

June 12, 2014



# California **Solar** Initiative

## Agenda

- CSI-Thermal Metrics
- CSI-Thermal Program Updates
- Statewide Marketing Update
- Q&A

# California **Solar** Initiative

## CSI-Thermal Metrics

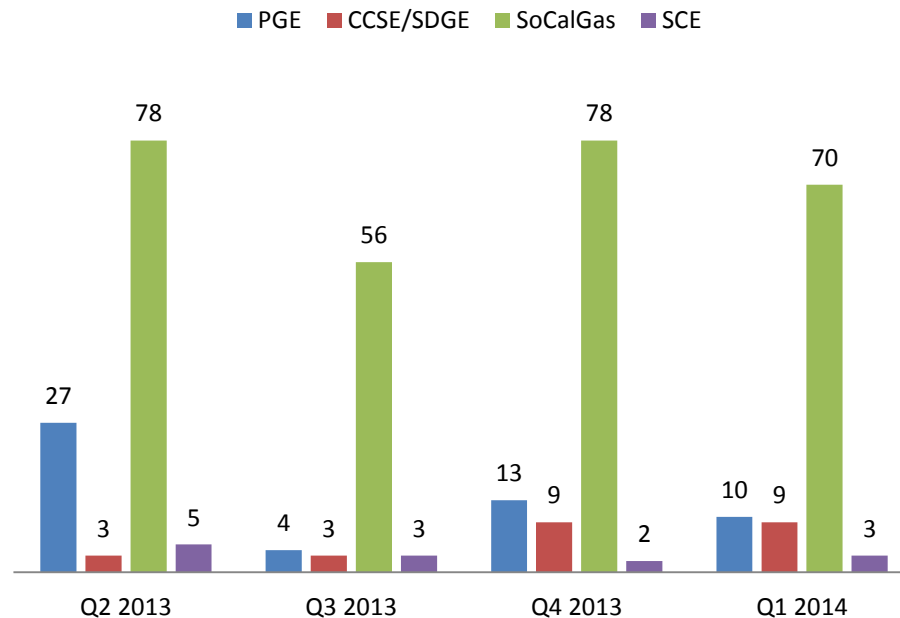
[www.csithermal.com/public\\_export](http://www.csithermal.com/public_export)



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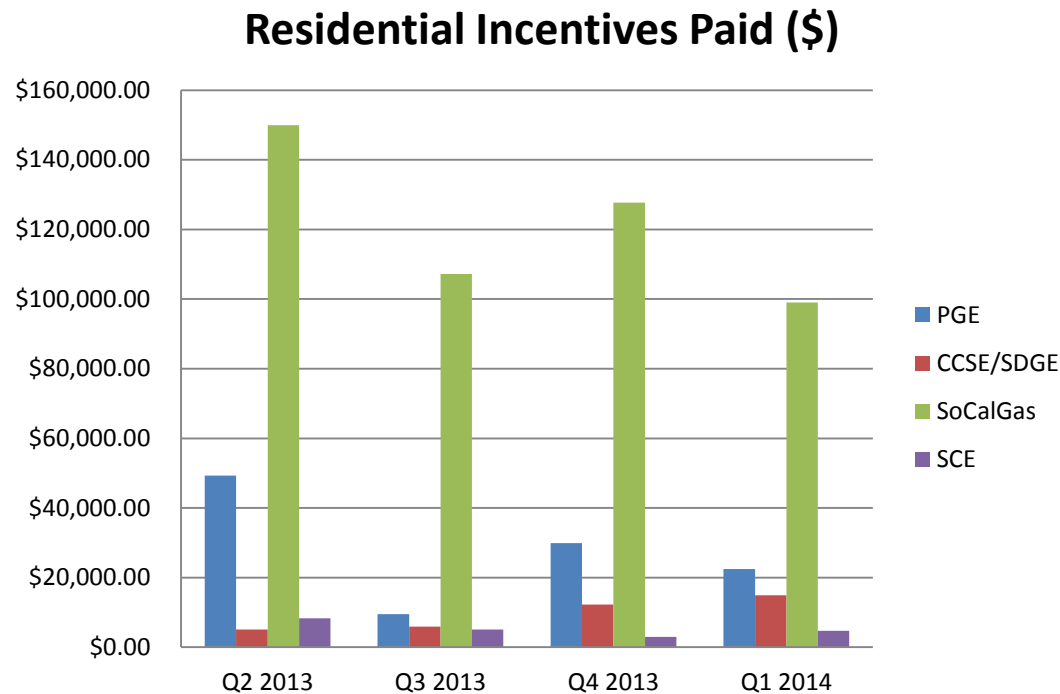
## Single Family Residential Application Volume

### Residential Projects Approved/Paid



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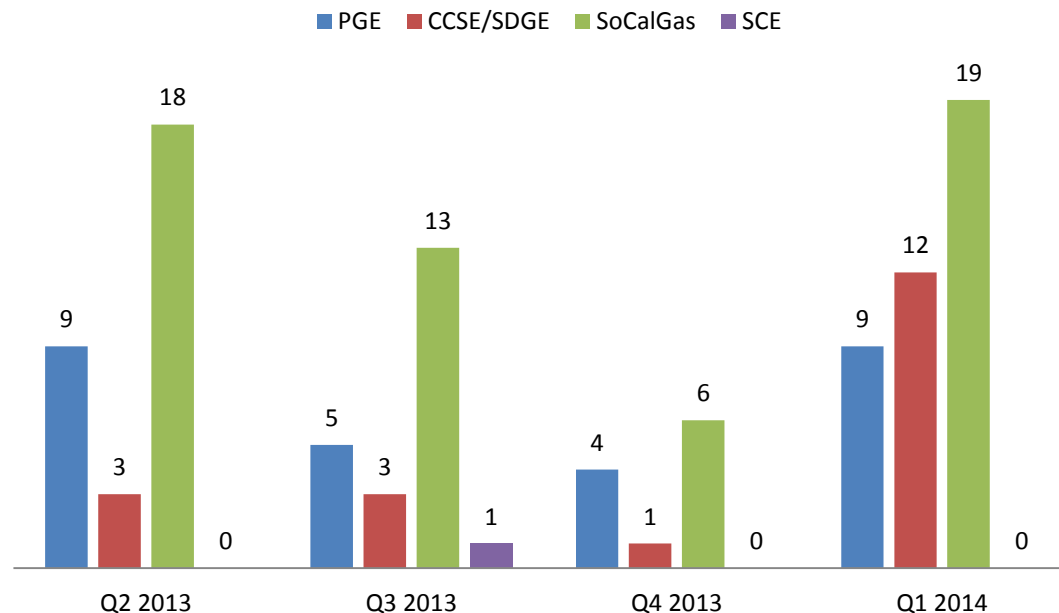
## Single Family Residential Incentives Paid



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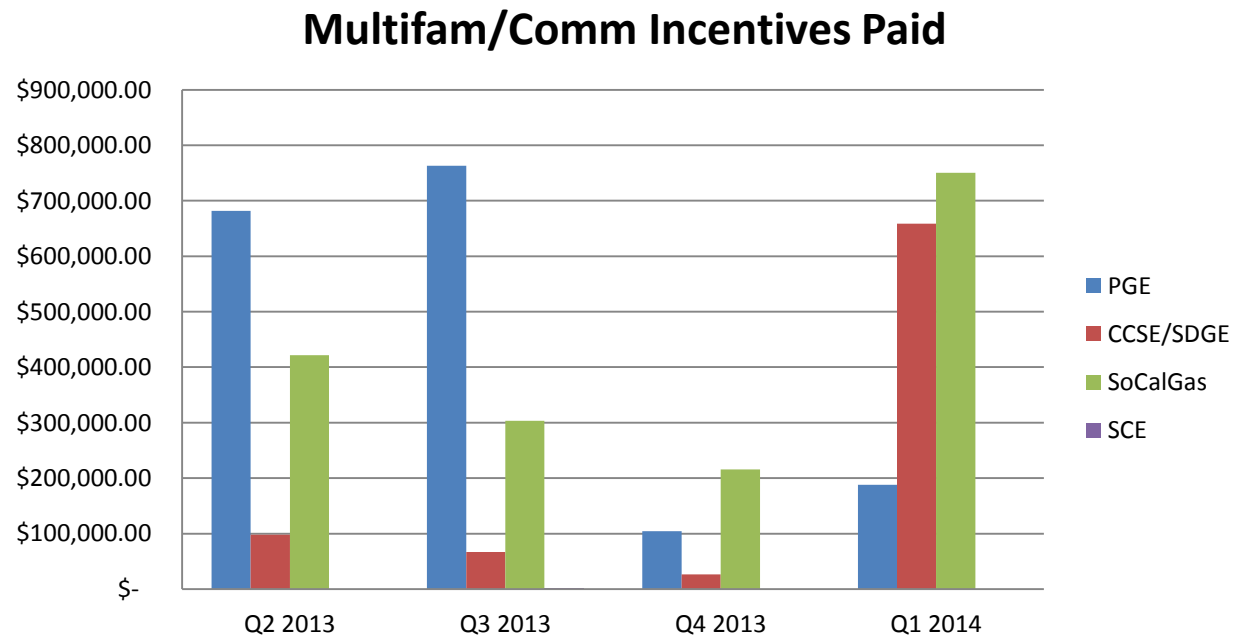
## Multifamily/Commercial Application Volume

### Multifamily/Commercial App Volume



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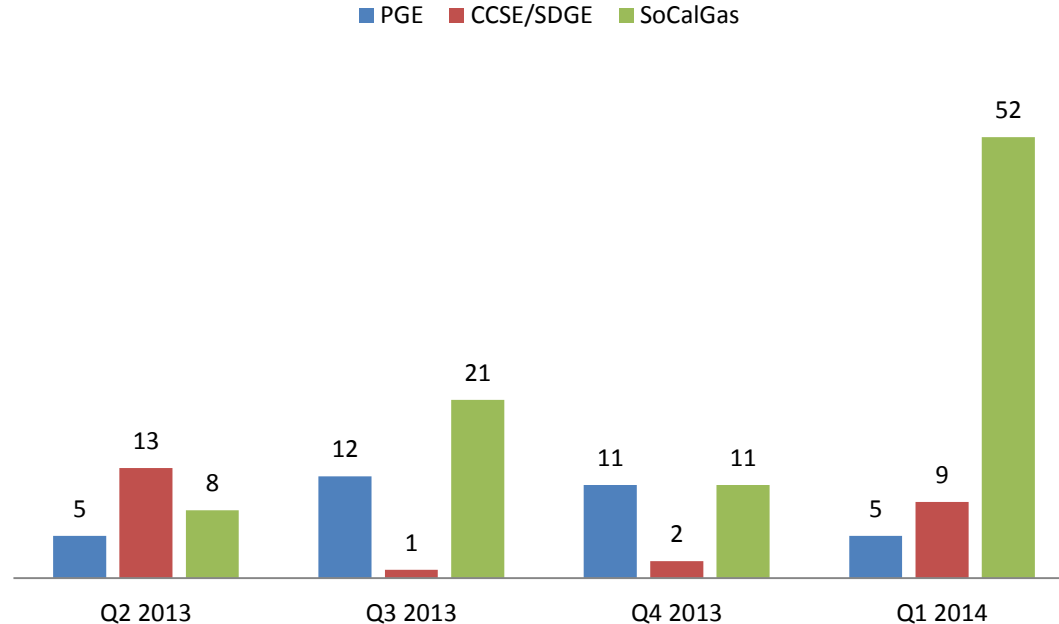
## Multifamily/Commercial Incentives Paid



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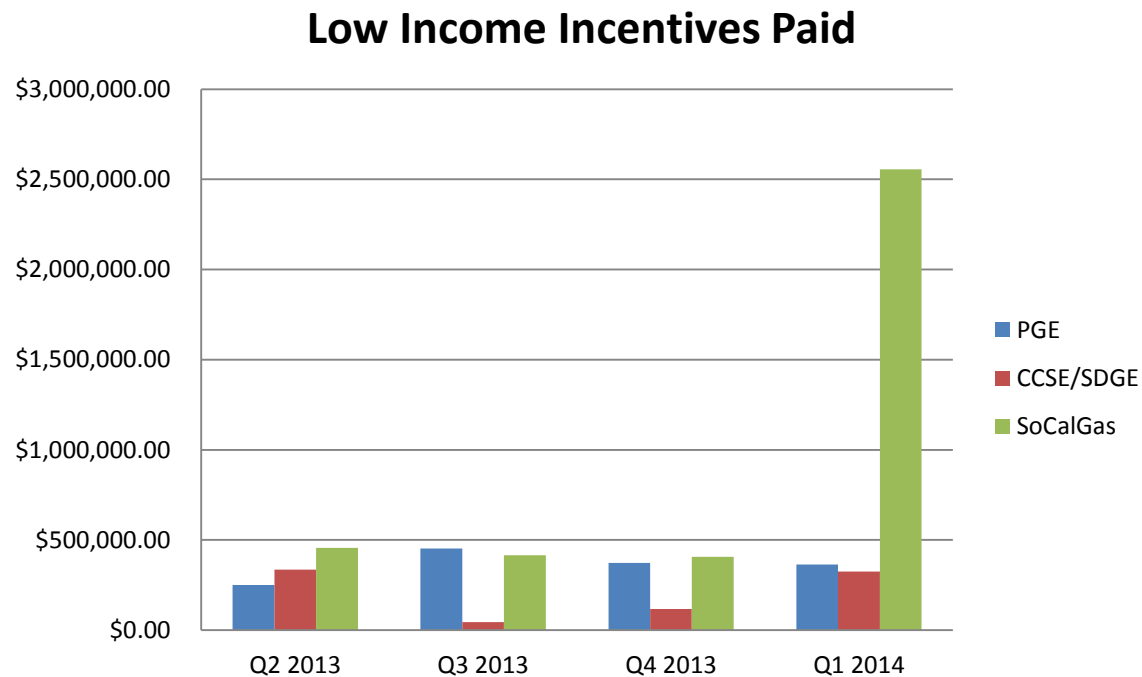
## Low Income Multifamily Application Volume

### Low Income Applications Approved



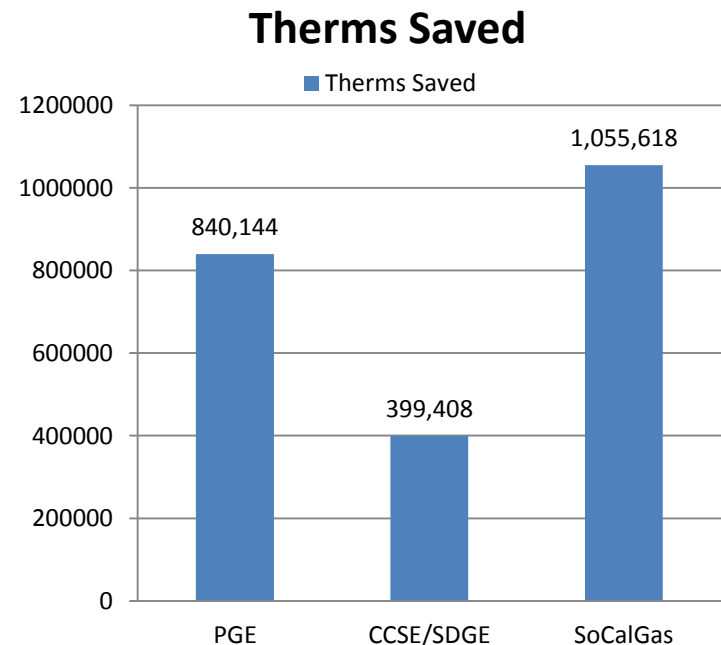
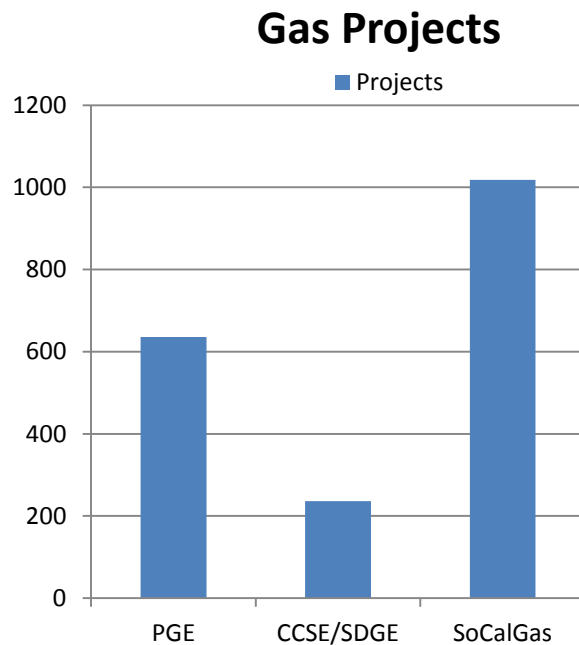
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## Low Income Multifamily Incentives Paid



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## Expected Annual Therm Savings

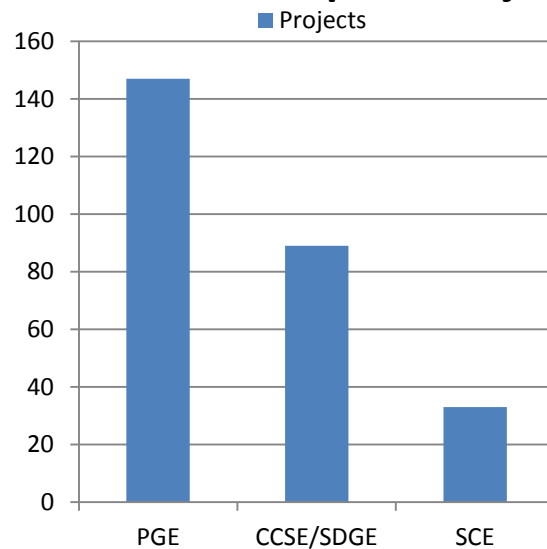


Data from Program Inception – March 16, 2014 (Residential & Non-Residential Received)

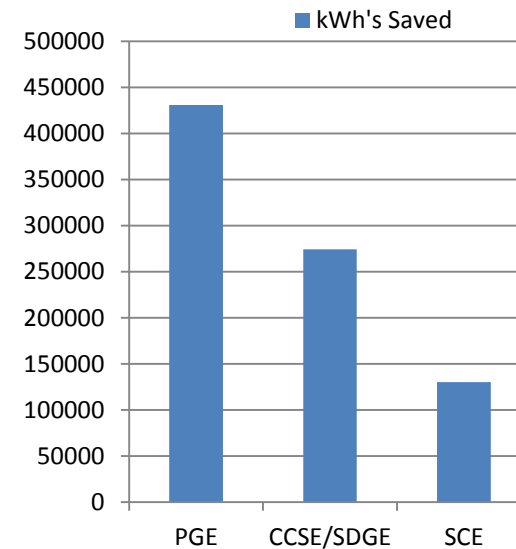
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## Expected Annual kWh Savings

**Electric & Propane Projects**



**kWh's Saved**



Data from Program Inception – March 16, 2014 (Residential & Non-Residential Received)

# California Solar Initiative

## CSI-Thermal Tracker

- Monitor available funding in each step (Live)
- Monitor allocated incentive totals by:
  - Program Administrator
  - Customer Class (single family residential vs. multifamily/commercial)
  - Fuel Type (natural gas vs. electric/propane)
- Helpful when approaching a decrease in incentive step level
- Available at: [www.csithermal.com/tracker](http://www.csithermal.com/tracker)

# California **Solar** Initiative

## Coming 2014

- California Solar Thermal Statistics Website
  - Automated reporting of CSI-Thermal program data
  - Easy to use online user interface (publicly available)
  - Built-in graphs
- Modifying incentive rates and structure for general CSI Thermal program.

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## CSI-Thermal Program Updates



# California **Solar** Initiative

## Electric & Propane Incentive Budget Status

### **SCE**

- Single Family Residential Program has reached the MW goals and the end of the incentive budget.
  - Waitlist is in place.

### **CCSE/SDG&E**

- Electric/Propane has reached the Single Family Residential MW goals and the end of the incentive budget
  - The waitlist is closed.

### **CSI-Thermal electric/propane applications are included in the same waitlist as CSI PV projects**

- Processed on a first come first served basis.
- SCE has closed its waitlist, and not accepting any additional Single Family Residential applications.

# California **Solar** Initiative

## Low Income Incentive Budget Status

### **CCSE/SDG&E**

- Reached the end of the low income incentive budget
  - Applies to single and multifamily low income applications
  - Waitlist is in place
  - Applications processed on a first come first served basis

# California **Solar** Initiative

## Program Expansion – Solar Pool Systems

- Program launched on January 14, 2014
- Incentives available for commercial, governmental, non-profit, multifamily systems
  - Single family residential is excluded in the legislation
- Available to natural gas customers only (PG&E, SoCalGas & SDG&E)
- *CSI-Thermal PA's met with Industry/CALSEIA April 23, 2014 to explore ways to improve program. PA's are in process of implementing changes, updating HB, Checklist and filing Advice Letter.*

# California **Solar** Initiative

## Program Expansion – Solar Pool Systems

- Current program is at \$7/therm w/ .5 wind factor.
- PA's received Industry questions/suggestions at public Forum held on 4/23/2014 in LA at PUC.
- PAs are addressing Handbook and Checklist issues to address industry concerns.

# California **Solar** Initiative

## Program Expansion – Solar Pool Systems

### Proposed Changes to the Program Solar Pool Program

- PAs are finalizing CSI Thermal Handbook/pool inspection checklist
  - Changes include modifying CPM accuracy for pools
  - Collector risers, headers, footers, and piping slope requirements, support and expansion requirements
  - Allowance of installations on north facing roofs
  - Freeze protection requirements for seasonal and year round pools
  - Addition of pictures of installations during application process

# California **Solar** Initiative

## Program Expansion – Solar Pool Systems

### Proposed Changes to the Program Solar Pool Program

- Additional Filings under review and consideration
  - Reducing incentive level for pools
  - Reducing the wind factor for pools
  - Limiting the incentive to approx. 50% of the installation costs as per CALSEIA recommendation

# California **Solar** Initiative

## Measurement and Evaluation

PUC will be launching CSI Thermal measurement and evaluation program.

- Details still to be finalized.
- Swimming pool program goals include:
  - Measure and evaluate amount of therms captured by unglazed collectors.
  - Wind factor impact on unglazed collectors
    - Study will include measuring wind speed around collectors

# California **Solar** Initiative

## Marketing and Outreach Updates



# California **Solar** Initiative

## 2014 Statewide Market Facilitation Plan

- The goal of the Statewide Market Facilitation Plan is to deliver a consistent and compelling message that leverages the learnings and successes of the past two years by focusing on increasing awareness and understanding, fostering engagement and encouraging consideration and adoption through an integrated approach among our key target audiences.
- The statewide program will serve as the overarching campaign to deliver messaging across service areas and will work in conjunction with the Local Market Facilitation Plans designed and implemented by each of the four PAs.

# California **Solar** Initiative

## Strategies

- Develop and implement statewide paid and earned media campaigns
  - Paid media through purchase of radio and TV air time
  - Earned media through PR campaign at events and forums
- Conduct and assess post-campaign research to track and evaluate changed awareness levels, attitudes and behaviors

# California **Solar** Initiative

## Target Markets

### Residential

- Single-family residence homeowners
  - Female and male heads of households
  - Influencers: community leaders, schools, friends and extended family
- Multi-Family property owners and managers

### Business

- Commercial and small-business enterprise owners
- Contractors and installers

# California **Solar** Initiative

## Tactics

- Develop campaigns that deliver cross-platform messaging to various customer segments through multiple touch-points, such as:
  - Cable TV
  - Paid/Search Engine Marketing
  - Digital Display Advertising
    - Residential & Business
  - Social Media
  - Earned Media/Press Coverage

# California **Solar** Initiative

## 2014 Statewide Market Facilitation Plan – Status

- Statewide marketing efforts launched May 21<sup>st</sup> and scheduled through November 30<sup>th</sup>, 2014
  - TV Commercial “Everything Changes”
  - Supporting media channels to launch July 1<sup>st</sup>
- Re-Vamped WHBTS.com launch early March
  - Paid Search campaign from early March through Mid-April



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Q&A